# Z. C. M. I. ANNUAL MAY SALE.

GENUINE BARGAINS. NO FICTITIOUS VALUES.

# Commences Monday, May 18, FOR ONE WEEK.

CONTINUES TO SATURDAY, MAY 23d.

Z.C. M.I.'s patrons are not caught by baits made up of honeyed words or extravagant phrases. They require offerings of real value to claim their custom. That is why they give our Annual May Sale the preference over all events

arranged by would-be competitors, whose place is in the rear in this year of

grace 1903 as well as in former years. These real value offerings are better this season than ever before, notwithstanding the general increase in prices

that mark the general business situation. Every customer is sure of a Cash Prize. You get your goods in this May Sale at from 20 to 50 per cent discount, and no chance for a mistake. An ordinary \$10 worth of goods thus carries with it an Actual Cash Prize of \$2 to \$5, in the money returned to you through the reductions in this great May Sale, thus giving you 20 to 50 per cent more each to count then you were it not for this liberal

per cent more cash to spend than you would have were it not for this liberal

the May Sale. This advertisement gives a sample list of the prize offerings

Cloak and Suit Dept.

No other institution in this region offers such advantages to its patrons. Everybody can have a share of the Great Cut in Prices for the week of

offering. Remember, every purchase wins such a prize.

almost every need that can be named. Look it over.

FOR INSTANCE-

Ladies' Tailor-made

Suits.

One-Third Off

This means our entire stock of New Spring Suits at a reduction of 33½ per cent from regular prices.

A saving of from \$4.00 to \$50.00 on a Suit.

Tailor-Made Suits at Half

Price. This is a lot of about sixty to seventy-five Suits in a variety of cloths and colorings, ranging in prices from \$15.00 to \$50.00.

And there'll be

Tailor-Made Suits at Less

Than Half Price.

Dress Skirts One-Third Off

Our entire line of handsome Dress Skirts, consisting of this season's best and latest styles in all the new materials and in a wide variety of patterns, with a price range of from \$20.00 to \$50.00, will be placed on sale at a discount of \$3% per cent.

Separate Skirts at Half

Price.

for \$2.90

Rain Coats and Driving

Coats One-Third Off

A full length, light weight, loose-fit-ting coat; a wrap that is indispensable to a woman's wardrobe; a wrap for summer showers; a wrap for driving; a wrap for traveling. The handiest

5c Table.

Ve have large lines of New Goods which have been carefully and well selected and bought at a great sacrifice, thus enabling us to offer them at extremely Low Prices in this Great Sale. These goods are sold daily at 10 to 20 cents per yard. In this Sale, they are only

are only

Dimity, Lawns, Percales, Silk Finsh Novelty Dress Goods, 36-inch Sleach Muslin, 4-4 Brown Sheeting, all standard Prints, Shaker Flannel, Also nany other classes of goods. Limited to 29 yards to a customer.

Be in early and get waited upon before the daily rush. Doors open at 8 m. sharp.

81/3c Table.

This is one of the many tables that you want to keep your eye on, as the goods on it will be sold at much less than New York Prices. Lonsdale Muslin, Indian Head Sheeting, White Cambric, Amoskeag Seersucker, Black Sateen, Zephyr Gingham, Outing Flannels and Certonnes, at \$\frac{1}{2}\$ cents. 16 yards to a Customer.

10c Table.

Here you will find a beautiful line of all the following goods: Lawns, Dim-ity, Cheviots, Sateens, Covert Cloths and many others, which have been bought especially for this Sale. All we ask is that you examine these Bar-gains and thus convince yourselves.

20 Per Cent Off.

Our White Goods Department

is where every Mother and Daughter is interested, especially at this season of the year, when so many White Dresses are needed. What makes this occasion more interesting is the extremely LOW PRICES. These fabrics are of the most beautiful, delicate texture, suitable for graduating, for parties, and for wedding gowns. We have Silk and Cotton Mulls, French Lawns, Persian Lawns in Mercerized and Plain, Wash Chiffons, Mousseline De Soie, India Linons, Victoria Lawns, and in fact all the latest Fabrics in White Goods at 20 per cent off.

. m. sharp.

\$12.50 to \$40.00.—ONE-THIRD OFF

There'll be a lot of

Silks and Dress Goods.

Black Peau de Soie Silk that sells regularly for \$1.75 per \$1.20 \$1.15 85c 60c 70c 35c 

Our entire stock of Black and Col-ored Silks, Peau de Soles, Satin Duchesse, Indias, Plaids, Checks, Stripes, Peau de Crepes, Taffetas, Molres, Plain Silk Crepes, Brocades and Pongees, will go in this sale one-fourth less or 25 Per Cent Discount One lot of Silk Remnants, a nice variety, will go at half regular price,

50c on the Dollar All of our Black and Colored Silk and Lace Robes, which sell at from \$22.50 to \$100 each, will go at Half Price

A limited assortment of Novelty Dress Patterns, in Grenadine and light weight materials, regular price from \$3 to \$5 per yard, will be sold at this sale \$1.25 All Linings in stock will go at SALE PRICES.

Our Entire Stock of

**Dress Goods** 

Nothing reserved—Voiles, Mistrals, London Twine Cloths, Batistes, Al-batross. Granites, Serges, Soliels, Prunellas, Panamas, Oxfords, etc., will be

Reduced 25 Per Cent 

331/3 Per Cent Less

50c on the Dollar

All Colored and Black Fancy Parasols for Ladies and Children will be re-

33 1-3 per cent discount. Two lines in Ladies' Black Sun

**Dress Trimmings** Was never so complete. It consists of all the latest and newest weaves in foreign and domestic designs. These will be reduced one-third, or

331/3 Per Cent Less

# **Notions Department.**

Kid Gloves Women's fine oversewn Kid Gloves, newest Paris point embroidery, all colors and sizes, 2-clasp, sold al-ways at \$1.25. Women's fine Pique Street Gloves, real kid. Paris point embroidery, worth \$1.75. To close the line we offer same in this sale \$1.25 Foster's Street Pique Gloves, a most serviceable and up-to-date glove, in colors only, all sizes, regular price \$2.00. Trefousse Suede street and oversewn Gloves, in modes, grays, pearls and clair, Paris point embroidery, always sold at \$2.00. \$1.50 \$1.50 Double finger-tip Silk Gloves, always sold at 55c; black, white, modes, grays, pearls.

50c 50c Handkerchiefs.

Fine H. S. embroidered and scalloped embroidered Handkerchiefs, sold regularly at 15c. 100 10c 

Men's Nobby Spring Suits, \$15.00, Sale Price

Men's Nobby Spring Suits, \$13,50. Sale

Men's Nobby Spring Suits, \$12.00. Sale Price

H. S. Linen Handkerchiefs, with 20 PER CENT REDUCTION on all other Handkerchiefs. Embroidery Edgings at 5c, 10c, 15c, 20c, 25c per yard; worth double.
All other Embroideries at 20 PER CENT OFF. A line of All-Over Embroideries at HALF PRICE. Imitation Torchon Lace, sold regular-ly up to 15c. In sale, per yard 5c \$6.50 Walking Skirts A line of All-Over Laces and Fancy Vestings at HALF PRICE, Vestings at HALF PRICE, Our entire line of fine LACES, in-cluding Clunys, Yaks, Antiques, Ven-ices, Torchons, Valenciennes, Mech-lens, etc., in Edgings, Insertions, Gal-loons, Medallions and All-Overs, at 20 Per Cent Off

25c Hundreds of other Bargains.

A few boys extra fine suits at HALF PRICE.

A fine lot of children's suits at HALF PRICE.

Children's Knee Pants, worth 25c

Men's and Boys' Fancy Vests, Under-wear, Neckwear, Caps, Felt Hats and Straw Hats at HALF PRICE.

Please remember that we are back at our old quarters.

Men's odd Pants at HALF PRICE.

THIS GREAT CASH SALE-NO SAMPLES GIVEN.

Clothing and Gents' Fur-

nishing Goods.

All Figured Black Dress Goods that ell from \$1.00 to \$2.50 per yard reguwill go at half pr

UMBRELLAS

Our Stock of

## Shirt Waists.

Without doubt the largest line of SHIRT WAISTS shown this season, and you are privileged to pick from the entire stock at a clean Cut of 25 per Cent.

Shirt Waists for Only About One-Quarter Their Price.

Several hundred Shirt Waists will be sold like this: There'll be one pile containing \$1.25 & 15.0 and \$1.15 Shirt Waists from which you 50c Another-stack will consist of \$7.50. \$8.50, \$9.00, \$10.00, yes, and up to \$12.50 Waists, from which you can take your choice at... \$3.50 Silk Waists One-Third Off All our beautiful Silk Waists, in colors and evening effects, from \$12.59 to \$10.00 will be sold at a reduction of 33%

These are some Suits that we have selected from our regular line—Suits that sell for \$12.50, \$15.00 and as high as \$20.00, which will be closed out at one price ... \$6.50 Silk Waists at Half Price. One lot of Fancy Silk Walsts, \$5.00. \$6.00, \$7.50 and up to \$10.00 goods, will be sold at HALF PRICE. All Black Silk Walsts, 25 per cent off.

> Wrappers Our entire line of Lawn and Percale Vrappers-20 per cent off. Fleeced Wrappers One-

Third Off New Silk Wraps One-Third Off.

Ettons, Monte Carios, Conee Coats, and loose fitting effects in Taffeta, Peau De Soie and Pongee, A handsome line, choose at 23% per cent off. Children's Silk Coats One- Ladies', Misses' and Children's Sweat

Linen and Staple Dept

the thousands of money-saving opportunities at this Great Cash Sale.

20 Per Cent Off.

All Fancy Walstings, Tissues, Lawns, Dimities, Cotton Etamines, Knicker-bocker, Jessamines, Fasnets, Linens, and all other Wash Fabrics.

20 Per Cent Off

On all Fancy Tuckings and Open Work Waistings. We have a new and beautiful line. You will find as a Special in this Sale, Bleached and Unbleached Sheet-ing.

BLEACHED SHEETS—
72x99 in regular price 65c for 50c.
81x90 in regular price 70c for 55c.
90x9312 in regular price 75c for 60c.

45x36 in, regular price 15c for 11 c 42x36 in, regular price 174c for 124c 45x36 in, regular price 20c for 14 c HEMSTITCHED—

UNBLEACHED BATH TOWELS—

WHITE BED SPREADS,

ongst them we will offer some Great

We have a large line of

PILLOW CASES-

# to be obtained during the Sale-there are thousands of others, embracing

Remember, the Reductions are Made From Regular Retail Prices and Not From Raised Retail Prices.

> In Percales, Lawns, Chambrays, Ducks and Seersuckers, a new line just in. 20 per cent off. All our CHILDREN'S DRESSES in Flannels, Serges and Cashmeres at ONE-HALF PRICE. Entire line of Mercerized Petticoats, 25 per cent discount.

Children's Dresses

Shirt Waist Suits.

One-Half Off. CHILDREN'S REEFERS

A lot of little girl's Reefers in ages from 3 years to 14 years, \$4.50, \$6.50, \$7.50 and \$10.00 Coats for \$1.00, \$2.00, \$3.00, \$4.00. Misses' Spring Jackets, one-half off, Children's black, pink, blue and White silk and corduroy Coats at half, price,

Handsome Winter Wraps At Half Price.

Ladies' Winter Coats....HALF PRICE Misses' Winter Coats... HALF PRICE Children's Winter Coats HALF PRICE All Plush Capes..... HALF PRICE All Cloth Capes..... HALF PRICE .HALF PRICE Electric Seal and Near Seal Jackets, Elderdown Dressing Sacques, HALF PRICE French Flannel Dressing Sacq Bath Robes ... Winter Shawls.

Babies' Long Coats..... 26 Per Cent Off

Knitted Shawls

## Hosiery and Underwear

#### Hosiery

Our Hoisery Department is equipped with a fine selection of the very newest designs in Fancy Mixed, Lace, Drop Stitch, Silk, Lisle and Cotton Hose, with prices to suit the de-mands of all. Here are some of them:

Ladies' Black Cotton Hose, regular 5c Ladies' Black Cotton Hose, regula Ladies' Black Cotton Hose, full fash-ioned, high spliced heels and double soles, regular price 256. 25c Ladies' fine Drop Stitch and Lace Hose, regular price 25c. 15 Ladies' fine Drop Stitch and Lace Hose, regular price 35c. 25 25c Boys' Black Bicycle Cotton Hose, heavy ribbed, high spliced heel, double knee and sole, regular price 25c. Sale price 15c. 15c Misses' fine ribbed Black Cotton Hose, regular price 35c. 25c Infants' Black Cotton Hose, regular GREATLY REDUCED PRICES in all Ladies' and Children's HOSIERY.

#### Corsets

For the spring and summer of 1963 our Corset Department abounds with the very newest of styles in erect forms, deep hips, etc., with all the various coloring effects that the world of fashion produces.

A special lot of Ladies' Corset Waists, in black, drab and white; regularly sold at \$1.00 per pair; will go during the May sale for only, per pair 

Equipoise Waists for Ladies, all sizes, in colors, drab and black; sold regularly at \$2.25 to \$1.50 

A special bargain in Corsets—one lot, all styles, all brands, slightly broken sizes.

Half Price A fine Batiste Corset, medium length, erect form, white, just the thing for spring and summer wear, all sizes; regularly sold at 75c; during this sale

only ...... 35c All other Corsets, Girdles, Corset Waists and Bust Forms not specially mentioned,

For the Great May Sale. 20 to 50 Per Cent Reduction. We are prepared to show a com-plete line of Muslin Underwear in qualities and prices to suit all. Our stock is new and of the most artistic patterns.

· Specials In

Muslin Underwear

#### Night Gowns.

A special line of Ladies' Nightgowns, with high neck and long
sleeves, fully tucked yoke with embroidery insertion, also trimmed with
neat embroidery edging; sold regularly at \$1.50 and \$2.00.

Special price

A special line of Misses' Nightgowns,
with high neck and long sleeves,
tucked yoke, in ages 4 to 8 and 10
years; sold regularly at
50c. Special price.

35c Corset Covers.

A special line of Ladies' Corset Cov-ers, finely tucked with face and em-broidery trimming; sell for 75c and \$1.00. Special 50c A special line of Ladies' Corset Covers, lace trimmed, with fine fucking, 60c value.

35 35c 15c Chemise

75c 50c 75c

Ladies' Muslin Drawers Regular prices from 25c to 35c. Special prices, all sizes 15c

20 Per Cent Reduction Knit Underwear

Ladies' White Fancy Ribbed Cot Vests, regular price 20c. 10c Sale Price
Ladies' White, Pink and Blue Fancy
Ribbed Cotton Vests, regular price 25c. Sale Price.
Ladies' Fine Ribbed Seamless Lisle
and Cotton Vests, sold regularly at
25c and 40c. Sale
Price
One lot of Children's Vests and Drawers, white, summer weight, sizes
from 20 to 34, sold regularly at 25c.
All sizes, in sale
at.

121/2 15c 25c 121/2C Ladies' Fine White Vests, high neck and long sleeves, also short sleeves and sleevels are sleevels. 20 Per Cent Reduction Sec and 75c. Sale 50c

Shoe Department.

In this department, during our Great May Sale, we will place before our patrons another of those Spiendid Opportunities to get the choicest kinds of Strictly High-grade Shoes. Slippers and Oxfords, at a price within the reach of all.

You have our Entire This Season our offers are better than ever, Here are a few samples out of Stock to select from at Reduced Prices For Cash.

Remnant Table

Ladies' Fine Shoes, Oxford Ties, etc.. \$2.00 to \$6.00 values. Sale Price—

Misses' Shoes, worth from \$1.75 to \$3.90. Sale Price

All Broken Lines must go Regardless of Cost. The following is a brief pointer to the many reductions we will offer:

95c to \$3.65

75c to \$1.65 Children's Shoes, regular \$1.00 to \$2.00 values. Sale Prices— 55c to \$1.25 Men's Fine Shoes, regular prices \$2.50 to \$6.00. Sale Prices— \$1.25 to \$4.65

We have moved from our temporary quarters to our new and permanent home in Z. C. M. I. MAMMOTH STORE.

#### Crockery Department. Our Annual Cleanup

Will be as usual in this department. There are too many items to enum-erate them here. All useful and many ornamental articles will be offered

Greatly Reduced Prices To made room for new goods. At this season of the year there is always something needed in the many lines carried in this department. More than likely you will find the very thing you have been looking for to match up sets if you are not buying new ones. We also have the new ones in all grades, all kinds, and at all prices. SPECIAL TABLES WILL CONTAIN BARGAINS FROM—

5c. 10c. 25c, 50c, Etc At house cleaning time you will want something to brighten up your rooms. We have an immense va-riety of

Jardinieres, Flower Holders, Vases.

JUST THE THING, AND OFFER THEM AT TEMPTING PRICES. Come to this May Sale for Beautiful Wares.

#### Art Department.

Since the Art and Paper Pattern departments have been added to the many divisions of Z. C. M. I. they have steadily grown and are now a very important factor to those interested in dressmaking and the finer arts of needlework.

Cushion Covers in printed tapestry, plush and silks. **Gne-third Their Regular Price.** 

All stamped Cushion Covers, Center Pieces. Lunch Cloths, Dress-er Scarfs and Linens, One-fourth Their Regular Price. Millinery Department. Our entire line of Millinery God will be on sale. Nothing reserve New goods of all descriptions. T spring purchases will be sold at

25 Per Cent Off. Also Special Tables of Ladles' and Children's Trimmed Hats at prices never before heard of. TABLE No. 1. Ladies' and Children's Hats, sold larly for 50c and 75c.
On Sale at ..... 25c

TABLE No. 2 Ladies' and Misses' Hats, to untrimmed, soid regularly for \$1 to \$1.50. Sale price

Battenberg Pieces, Drawn Work, White Embroidered Pieces, Batten-berg Cushion Covers, go at One-Fourth Their Regular Price.

All Cushion Covers and Girdles, Bat-tenberg Patterns, Braids, Rings, Em-broidery Hoops, Art Trimmings, Can-vas, Linen and Art Goods, 20 Per Cent Reduction All Brainard & Armstrong's and Corticelli Silk Flosses in this sale at 40c Per Dozen.

Special Sale of Hammocks.

Now is your chance for Rest and Comfort. You can purchase a Ham-mock at our Great Annual Sale, at LESS THAN WHOLESALE PRICES. Our Regular Hammock, \$1.50 style for Our Regular Hammock, \$1.50 style for \$1.61; \$2.25 style for \$1.65; \$2.50 style for \$1.75; \$2.00 style for \$2.25; \$3.50 style for \$2.25; \$4.60 style for \$3.00; \$4.50 style for \$2.25; \$5.60 style for \$3.85. This is a money saving proposition.

Jewelry Department.

The entire stock of Jewelry of all kinds will be sold at 25 per cent off

#### A nice lot of fine suits in odd sizes at HALF PRICE. John B. Stetson's Hais, worth \$4.50. Sale Price..... \$1.00 Mother's Friend 25c Boys' Spring Suits worth \$6.50. Sale \$4.00 Boys' Spring Suits worth \$10.00. Sale Price 50c \$6.50 Boys' Spring Suits worth \$13.50. Sale Price Men's Shirt Waists at HALF PRICE.

\$8.00

321/20

\$9.00

\$8.00

\$7.00

\$6.00

Carpet Department. Wonderful Bargains this Season in all Lines of Carpets.

Bundhar Wiltons and Plush Carpets, were \$2.00 per yard \$1.35 Bigelow Middlesex Axmin-sters, were \$1.75, now...... \$1.45 Saxony Axminsters, were 1.081/2 Wilton Velvets, were 1.071/2 Ten-wire Tapestry, were 85 & 90c Nine-wire Tapestry, were 75c Fine Velvet, were

621/4 and 65c Best C. C. extra super Carpets, were 521/2 and 55c 421/20}

Three-ply Granite Carpets

All Wool Art Squares or Crumb Cloths, all sizes from 2x3 yards to 4x5 yards, AT WHOLESALE PRICES. We have a Great Line of TAPESTRY and TABLE COVERS—All must be SOLD AT GREAT SACRIFICE. complete line of new designs in all grades and sizes of RUGS from 9x12 feet to 18-inch Mats at the lowest prices ever offered in this city. magnificent line of LACE CURTAINS AND LACE WINDOW PANELS, including Battenbergs, rish Point, Arabians, Ruffled Nets, Muslins and Nottinghams. We give

25 Per Cent Discount 2,500 pairs in all; this season's goods, all new. Mounted Window Shades, ready for

25c, 30c, 35c, 40c LINOLEUMS All two yards wide, at, per running

35c 95c, \$1.10, \$1.50 and \$1.65

All Sale Carpets sewed, laid and lined, 10 cents a yard. Special line of beautiful ROPE PORTIERES at Greatly Reduced Prices.

WALL PAPER DEPARTMENT, SEE OUR BARGAIN RACKS.

### Linen Dept. 25 Per Cent Off.

| We kindly direct your attention to our

You will find in this department a most complete and beautiful line of Scarfs, Lunch Cloths, Tray Cloths, Center Pieces, Doylies and Pillow Shams, in Linen Hemstitched, Applique, Battenberg, and Mexican Drawn Work. 25 Per Cent Off on

ALL TABLE DAMASK AND Napkins.

SPECIAL.

20 Per Cent Off

Towels and Toweling. We will offer in this Great Sale all Embroidered Linen Batiste, Embroid-ered Swiss and all Fancy Novelty Dress Goods at One-half the regular price.

ALTERATIONS EXTRA. NO GOODS EXCHANGED. NO GOODS SENT ON APPROVAL.

Z. C. M. I. T. G. Webber, Supt.

# We have an elegant line of Bates Seepsucker, Book fold Newport Cheviots, Manchester Chambray, and many other Staple Goods which cammany other Staple Goods which camman than ever before. A glance at this table is all that is necessary to convince you, this Great Sale at peryd.... 12½cc All Remnants Half Price

Take a glimpse into our Linen Section. Our Table Linens and Napkins are all new this season. They are beautiful, up-to-date patterns, with prices that have never been excelled in this City. Our entire line will be on sale this week.

Here are a few of our Special Prices in Damask to show you that what we say is true:
50 in. Cream, regular price 35c for 25c 52 in. Cream, regular price 45c for 30c 58 in. Gream, regular price 56c for 35c. 58 in. Bleach, regular price 45c for 25c 58 in. Bleach, regular price 45c for 25c 63 in. Bleach, regular price 65c for 56c 72 in. Bleach, regular price 85c for 56c 72 in. Bleach, regular price 85c for 56c One-fourth off on our entire line of DAMASK AND NAPKINS.

On all Linen and Damask